

Message Text

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ACTION EUR-25

INFO OCT-01 IO-15 ISO-00 NEA-10 AID-20 CEA-02 CIAE-00

COME-00 EB-11 EA-11 FRB-02 INR-10 NSAE-00 RSC-01

OPIC-12 SPC-03 TRSE-00 CIEP-02 LAB-06 SIL-01 OMB-01

AGR-20 DRC-01 /154 W

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FM USMISSION GENEVA

TO SECSTATE WASHDC 1829

INFO AMEMBASSY VIENNA

UNCLAS GENEVA 5123

E.O. 11652: N/A

TAGS: ETRD, XG, ECE

SUBJECT: ECE MARKETING SEMINAR

REF: STATE 165606

1. PREPARATORY MEETING FOR SECOND MARKETING SEMINAR, HELD SEPTEMBER 24, AGREED TO HOLD SMINAR 13-18 MAY 1974. ROMANIAN REP ANNOUNCED THAT HIS GOVERNMENT CONSIDERING HOSTING SEMINAR AND WOULD INFORM SECRETARIAT WHEN DECISION MADE. UNDERSTOOD ROMANIANS WOULD DEFRAY ADDITIONAL COST OF MEETING AWAY FROM HEADQUARTERS.

2. GENERAL AGREEMENT REACHED ON AGENDA WITH DETAILS TO BE FILLED IN BY SECRETARIAT. ON BASIS OF SWEDISH PROPOSAL, AGREED THAT FIRST DAY BE DEVOTED TO 3-PANEL DISCUSSIONS OF 4-6 BUSINESSMEN OR CONSULTANTS ON MARKET ANALYSIS, DISTRIBUTION CHANNELS AND MEANS OF SELLING AND PROMOTION. EACH PANELIST WOULD MAKE 10-MINUTE PRESENTATION FOLLOWED BY GENERAL DISCUSSION.

3. SECOND PHASE OF SEMINAR, LASTIN 3 DAYS, WOULD CONSIST OF CASE STUDIES COVERING 6 PRODUCTS TO BE UNCLASSIFIED

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CONSIDERED IN INFORMAL WORKING GROUPS.

4. FINAL DAY DEVOTED TO CONSIDERATION OF REPORTS OF WORKING GROUPS AND ADOPTION OF REPORT.

5. PRINCIPAL DISCUSSION CENTERED ON THE PRODUCT GROUPS AND SUPPORTING PAPERS TO BE CONSIDERED DURING SECOND PHASE.

6. SUBJECT TO REFINEMENT BY SECRETARIAT, AGREED THAT TWO MAJOR CATEGORIES OF CONSUMER GOODS AND INDUSTRIAL GOODS WOULD BE CONSIDERED. UNDER CONSUMER GOODS, CASE STUDIES WOULD BE PROPOSED ON (1) CLOTHING AND SHOES AND (2) FOOD STUFFS. INDUSTRIAL GOODS WOULD INCLUDE (1) EARTH MOVING EQUIPMENT AND (2) ELECTRICAL MOTORS AND GENERATORS. TV SETS (PROPOSED BY HUNGARY) PRESUMABLY INCLUDED UNDER CONSUMER GOODS.

7. FOLLOWING PAPERS OFFERED BY PARTICIPANTS IN PREPARATORY MEETING:

ITALY - EXPORT OF CLOTHING INCLUDING SHOES
NORWAY - EXPORT OF DEEP-FROZEN FISH
U.K. - EXPORT OF FORK TRUCKS
POLAND - EXPORT OF ROAD BUILDING MACHINERY
ROMANIA - EXPORT OF CLOTHING
SWEDEN - IMPORT OF ELECTRICAL MOTORS AND GENERATORS
HUNGARY - EXPORT OF TV SETS

U.S. - IMPORT OF CONSUMER GOODS (FOODSTUFFS AND BEVERAGES), SUBJECT TO CONFIRMATION

8. THERE WAS SOME DISCUSSION OF BALANCING OR COUNTER-PAPERS COVERING IMPORTS OR EXPORTS ON THOSE PRODUCTS FOR WHICH PAPERS OFFERED.

9. IT WAS DECIDED THAT TIMING WOULD NOT PERMIT CIRCULATION OF FORMAL COUNTER-PAPERS BUT THAT INFORMAL WORKING PAPERS OR ORAL COMMENTS BY EXPERTS AT THE SEMINAR WOULD BE ENCOURAGED.

10. RE PARA 3 REFTTEL, HUNGARY, POLAND, ROMANIA
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DEMONSTRATED KEEN INTEREST IN SEMINAR EVIDENCED BY WILLINGNESS TO PROPOSE PAPERS. SOVIETS WERE RESTRAINED BUT EXPRESSED INTEREST IN IMPORTS TO USSR OF TRANSFORMER EQUIPMENT AND EXPORTS OF MACHINERY EQUIPMENT, ESPECIALLY METAL WORKING MACHINERY AND TOOLS. NO PAPERS VOLUNTEERED, HOWEVER.

11. SUBSEQUENT TO MEETING, HEAD OF TRADE DIVISION

(649-KOSKINEN) CALLED MISOFF TO SAY THAT HE HAD PRESSED SOVIET REP TO OFFER A PAPER ON EXPORT OF METAL WORKING MACHINERY AND TOOLS AND THAT LATTER AGREED TO SEEK VIEWS FROM MOSCOW. YRJO-KOSKINEN INQUIRED WHETHER US MIGHT CONSIDER A COUNTER-PAPER I.E.,IMPORT OF THESE ITEMS INTO U.S. MISOFF REPLIED WE ANXIOUS TO ENCOURAGE SOVIET PARTICIPATION IN SEMINAR ON PRACTICAL BASIS AND HOPED THAT THEY WOULD AGREE TO THIS REQUEST. WE WOULD ATTEMPT TO PROVIDE COUNTER-PAPER IN THISE EVENT BUT OF COURSE COULD NOT MAKE COMMITMENT AT THIS TIME.

12. ACTION REQUESTED: PER U.S. REFERENDEM OFFER, REQUEST ADVICE AS TO WHETHER WE CAN COMMIT OURSELVES TO IMPORT PAPER ON CONSUMER GOODS (PROCESSED FOODSTUFFS OR BEVERAGES) AND, IF POSSIBLE, PRESENCE OF QUALIFIED U.S. TRADE SPECIALIST LEAD DISCUSSION ON THIS PAPER. ALSO ADVISE MOR PRECISELY OF PRODUCT CATEGORY TO BE COVERED. WOULD APPRECIATE REPLY WITHIN TEN DAYS IN ORDER TO BE INCORPORATED IN FINAL REPORT OF PREPARATORY GROUP TO THE COMMITTEE ON THE DEVELOPMENT OF TRADE.

13. NO ACTION REQUIRED ON POSSIBLE COUNTER-PAPER TO SOVIETS ON METAL WORKING EQUIPMENT AND TOOLS UNTIL STIUATION CLARIFIED.

14. WOULD ALSO BE DESIRABLE IF OTHER U.S. BUSINESSMEN COULD ATTEND SMINAR, PARTICULARLY THOSE SPECIALIZING IN TRADE SECTORS LISTED PARA 7. WOULD APPRECIATE IN DUE COURSE HELP OF VIENNA EAST-WEST TRADE CENTER IN INTERESTING U.S. BUSINESS REPS RESIDENT IN EUROPE.
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